MMCC2060

Health, Bodies, Media

Session 1, Online-flexible 2025

School of Communication, Society and Culture

Contents

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General Information

Unit convenor and teaching staff
Convenor, lecturer and tutor
Nicole Matthews
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WW25 B450
Mondays 11.30-12.30 or by arrangement

Lecturer and tutor
Joanne Faulkner
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B450

Tutor
Kate Manlik

Credit points
10

Prerequisites
40cp at 1000 level or above

Corequisites

Co-badged status

Unit description
What does it mean to be 'healthy'? This course will critically examine the way we understand and imagine 'health'. Drawing on perspectives from media and cultural studies, communication studies, disability studies, critical health studies and science and technology studies, we ask how our own embodied experiences of health or ill health are shaped by media and culture, as well as wider biomedical and political institutions. We will focus particularly on the way health is imagined in broadcast and online media, including public health campaigns, popular science communication, news and current affairs, commercial advertising, popular entertainment television genres and self-monitoring apps. Contemporary debates such as those around smoking, obesity, drinking, sexual health and mental illness will be analysed and discussed and we will explore how categories of 'health' and 'illness' play out in ethical and political decision making. How are ideas about 'normal' or 'pathological' bodies and identities tied into concepts of 'health'? And how does the idea that 'wellness' is an individual's responsibility underpin public policy and peoples' ways of understanding and managing their own bodies?

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: demonstrate an understanding of the ways in which health is understood and experienced across a range of contexts.

ULO2: interrogate key concepts around health, showing an awareness of debates around definitions of these terms.

ULO3: outline a theoretically informed account of the relationship between forms of knowledge and experiences of embodied subjectivity and sociality.

ULO4: apply key methods of critical analysis to evaluate social economic, legal and or medical practices which focus on bodily-being.

ULO5: communicate effectively and ethically in a range of contexts and modes of writing.

ULO6: evidence engagement with and reflection on the process of learning.

General Assessment Information

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a mark of '0' (zero) will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical issue. This late penalty will apply to non-time sensitive assessment (incl. essays, reports, posters, portfolios, journals, recordings etc). Late submission of time sensitive tasks (such as tests/exams, performance assessments/presentations, scheduled practical assessments/labs etc) will only be addressed by the unit convenor in a Special Consideration application. Special Consideration outcome may result in a new question or topic.

Assessment Tasks

Name	Weighting	Hurdle	Due
Online take-home test	30%	No	09/04/2025
Individual presentation	50%	No	Weeks 11-13
Reflective writing task	20%	No	08/06/2025

Online take-home test

Assessment Type [1]: Quiz/Test
Indicative Time on Task [2]: 25 hours
Due: **09/04/2025**
Weighting: **30%**

Students will take an online take-home multiple choice test. This test is an open book test.

On successful completion you will be able to:
- demonstrate an understanding of the ways in which health is understood and experienced across a range of contexts.
- interrogate key concepts around health, showing an awareness of debates around definitions of these terms.
- evidence engagement with and reflection on the process of learning.

Individual presentation

Assessment Type [1]: Presentation
Indicative Time on Task [2]: 40 hours
Due: **Weeks 11-13**
Weighting: **50%**

Students will record a multimedia presentation on a health promotion campaign or health-related legal or policy change, and address questions about that presentation.

On successful completion you will be able to:
- outline a theoretically informed account of the relationship between forms of knowledge and experiences of embodied subjectivity and sociality.
- apply key methods of critical analysis to evaluate social economic, legal and or medical practices which focus on bodily-being.
- evidence engagement with and reflection on the process of learning.

Reflective writing task

Assessment Type [1]: Reflective Writing
Indicative Time on Task [2]: 25 hours
Due: **08/06/2025**

Weighting: **20%**

1000-1200 word reflective writing task.

On successful completion you will be able to:

- demonstrate an understanding of the ways in which health is understood and experienced across a range of contexts.
- communicate effectively and ethically in a range of contexts and modes of writing.
- evidence engagement with and reflection on the process of learning.

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[1] If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the Writing Centre for academic skills support.

[2] Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

For internal students delivery will be via live online lecture via zoom and face to face tutorials.

For external students enrolled in a tutorial, delivery will be via live online lecture and zoom tutorials.

For external students who have chosen online flex, delivery will be via recorded online lectures and ongoing online tutorial activities.

Unit Schedule

The unit will include weeks focussing on concepts such as medicalisation and demedicalisation; theories of the body; health promotion; biopower and risk. Case studies considered will include representation of disability in the media; sex education; men's health; diet and drinking.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy

- Academic Progression Policy
- Assessment Policy
- Fitness to Practice Procedure
- Assessment Procedure
- Complaints Resolution Procedure for Students and Members of the Public
- Special Consideration Policy

Students seeking more policy resources can visit Student Policies (https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit Policy Central (https://policies.mq.edu.au) and use the search tool.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/admin/other-resources/student-conduct

Results

Results published on platform other than eStudent, (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit connect.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Academic Integrity

At Macquarie, we believe academic integrity – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free online writing and maths support, academic skills development and wellbeing consultations.

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Academic Success

Academic Success provides resources to develop your English language proficiency, academic writing, and communication skills.

- Workshops
- Chat with a WriteWISE peer writing leader
- Access StudyWISE
- Upload an assignment to Studiosity

- Complete the Academic Integrity Module

The Library provides online and face to face support to help you find and use relevant information resources.

- Subject and Research Guides
- Ask a Librarian

Student Services and Support

Macquarie University offers a range of Student Support Services including:

- IT Support
- Accessibility and disability support with study
- Mental health support
- Safety support to respond to bullying, harassment, sexual harassment and sexual assault
- Social support including information about finances, tenancy and legal issues
- Student Advocacy provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via the Service Connect Portal, or contact Service Connect.

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the Acceptable Use of IT Resources Policy. The policy applies to all who connect to the MQ network including students.

Changes from Previous Offering

The previous final assessment (a report) has been changed to a recorded presentation with live Q&A to diversify assessment, create assessment efficiencies and address concerns about inappropriate use of AI.

Unit information based on version 2025.03 of the Handbook